AF

PATENT
Customer No. 22,852
Attorney Docket No. 06502-0435

BEFORE THE BOARD OF PATENT APPEALS AND INTERFERENCES

In re Application of:	)	
	)	
Bruce TOGNAZZINI	)	Group Art Unit: 3621
	)	
Application No.: 08/655,136	)	Examiner: Calvin L. Hewitt II
	)	
Filed: May 30, 1996	)	
	)	
For: CATALOG PHONE SALES TERMINAL	)	Confirmation No.: 8272
	)	

Mail Stop Appeal Brief--Patents
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

TRANSMITTAL OF APPEAL BRIEF (37 C.F.R. 1.192)

Transmitted herewith in triplicate is the APPEAL BRIEF in this application with respect to the Notice of Appeal filed on June 15, 2004.

This application is on behalf of

☐ Small Entity ☒ Large Entity

Pursuant to 37 C.F.R. 1.17(c), the fee for filing the Appeal Brief is:

☐ $165.00 (Small Entity)

☒ $330.00 (Large Entity)

TOTAL FEE DUE:

Notice of Appeal Fee	$330.00
Extension Fee (if any)	$0.00
Total Fee Due	$330.00

☒ Enclosed is a check for $330.00 to cover the above fees.

PETITION FOR EXTENSION. If any extension of time is necessary for the filing of this Appeal Brief, and such extension has not otherwise been requested, such an extension is hereby requested, and the Commissioner is authorized to charge necessary fees for such an extension to our Deposit Account No. 06-0916.

FINNEGAN, HENDERSON, FARABOW,
GARRETT & DUNNER, L.L.P.

Dated: August 13, 2004

By: _____
Jeffrey A. Berkowitz
Reg. No. 36,743

PATENT
Customer No. 22,852
Attorney Docket No. 06502-0435

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE BOARD OF PATENT APPEALS AND INTERFERENCES

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Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

APPEAL BRIEF UNDER 37 C.F.R. § 1.192

In support of the Notice of Appeal filed June 15, 2004, and pursuant to 37 C.F.R. § 1.192, Appellant presents this Appeal Brief in triplicate and the required fee of $330. This appeal is in response to the final rejection dated March 16, 2004, of claims 1, 5-10, 15, and 21-28, which are set forth in the attached Appendix. This Brief is timely filed because it is being filed within two months after the Notice of Appeal, pursuant to 37 C.F.R. § 1.192(a). The Notice of Appeal was filed within three months of the mailing date of the Final Office Action.

If any additional fees are required or if the enclosed payment is insufficient, Appellant requests that the required fees be charged to Deposit Account No. 06-0916.

08/16/2004 CNGUYEN 00000014 08655136
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I. Real Party In Interest

Sun Microsystems, Inc. is the assignee of record of this application as evidenced by the Assignment recorded in the U.S. Patent & Trademark Office on May 30, 1996, at reel 8891, frame 0954.

II. Related Appeals and Interferences

This application was the subject of a previous appeal to the Board of Patent Appeals and Interferences. In its decision on Appeal No. 2000-0237, the Board reversed all of the Examiner's claim rejections. After that appeal, the Examiner reopened prosecution and new amendments, allowances, and rejections have ensued.

III. Status Of Claims

Claims 5-10, 15, and 22-28 stand rejected under 35 U.S.C. § 112, second paragraph. Claims 1, 5-10, 15, and 21-28 stand rejected under 35 U.S.C. § 103(a). No claims have been allowed.

IV. Status Of Amendments

There are no outstanding Amendments at this time.

V. Summary Of Invention

An embodiment of the present invention enables a user at his home telephone to store information, such as credit card information, that may be provided to a plurality of called stations (e.g., vendors). (Specification, p. 4, ll. 2-10.) The stored information may include information received from one of the called stations, such as information provided orally by the user to the called station and transcribed by the called station. When calling a subsequent station, the user may press a key on the home telephone to send the stored information to the subsequent called station. (Specification, p. 4, l. 15 - p. 5, l. 8.)

Figure 1, reproduced below, illustrates an apparatus consistent with this embodiment.

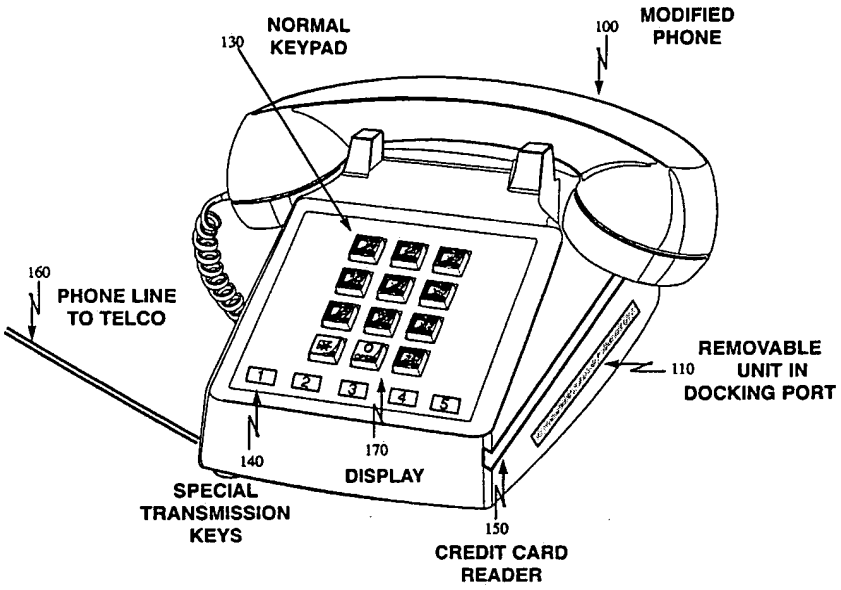

Figure 1

In Figure 1, a modified telephone 100 connected to a telephone line 160 includes a credit card reader 150 and special transmission keys 140 that may be used to activate telephone 100 to send data over telephone line 160. (Specification, p. 11, ll. 2-14.) Via docking port 110, telephone 100 incorporates a removable unit 300. Removable unit 300 may include a docking port interface 370, a tone generator 340, and a speaker 330 for sending and receiving data over telephone line 160 via telephone 100. (Specification, p. 13, l. 6-25.)

During a transaction with a vendor, the user may conduct part of a transaction, such as selecting an item, color, size, and shipping method, verbally, and conduct the rest of the transaction, such as providing name, address, and credit card data, electronically using modified telephone 100. (Specification, p. 17, ll. 1-9.) Thus, this embodiment of the present invention preserves human interaction where it is preferred but avoids human errors by automatically transmitting repetitive data, such as name, address, and credit card data.

To facilitate subsequent transactions by the user, telephone 100 may include a memory 230 that stores customer data received from called stations for later transmission to other called stations. (Specification, p. 12, l. 11-17; p. 15, ll. 9 - p. 16, ll. 10.) The stored customer data may include, for example, the user's name, address, credit card number, and credit card expiration date. (Specification, p. 16, ll. 21-25; Figure 6.) For the convenience of the user, the stored customer data may be loaded directly into the user's telephone memory 230 by a first called station. (Specification, p. 15, ll. 9-12.) When the user contacts a subsequent called station, the user may preview the data stored by the first called station and send it to the subsequent called station using transmission keys 140. (Specification, p. 14, ll. 1-5.)

VI. Issues

1. Whether the section 112 rejections of claims 5-10, 15, and 22-28 can be sustained when the claims particularly point out and distinctly claim aspects of the subject matter which Appellant regards as the invention.

2. Whether the section 103(a) rejections of claims 1 and 21 over *Rose et al.*, U.S. Patent No. 5,757,917, in view of *Sandig et al.*, U.S. Patent No. 5,737,610, and *Remillard*, U.S. Patent No. 5,396,546, can be sustained when the references, taken alone or together, fail to teach

or suggest an apparatus including a data memory for storing information including card information from one called station and a key for activating said data memory to send said stored information to another called station.

3. Whether the section 103(a) rejections of claims 15 and 28 over *Bezos*, U.S. Patent No. 5,715,499, in view of *Bezos*, U.S. Patent No. 5,727,163, and *Dedrick*, U.S. Patent No. 5,717,923, can be sustained when the references, taken alone or together, fail to teach a system including a seller telephone that sends information to a customer memory for use during a subsequent transaction.

4. Whether the section 103(a) rejections of claims 5-10 and 22-28 over *Feldman*, U.S. Patent No. 5,343,519 in view of *Winebaum et al.*, U.S. Patent No. 4,941,172, can be sustained when the references, taken alone or together, fail to teach a device including a docking port for receiving information comprising card information relating to a telephone purchase from a seller memory and loading said information into a device memory.

VII. Grouping Of Claims

Pursuant to 37 C.F.R. § 1.192(c)(7), the claims are grouped as follows:

Group I: Claims 1 and 21 stand or fall together;

Group II: Claims 15 and 28 stand or fall together; and

Group III: Claims 5-10 and 22-27 stand or fall together.

VIII. Argument

Claims 5-10, 15, and 22-28 fully comply with 35 U.S.C. § 112, second paragraph, because the claims particularly point out and distinctly claim aspects of the subject matter which Appellant regards as the invention. Furthermore, claims 1, 5-10, 15, and 21-18 are allowable

because the references cited by the Examiner fail to teach or suggest every claim element and because the Examiner failed to show a proper motivation to combine, as required to support a section 103(a) rejection.

A. Claims 5-10, 15, and 22-28 fully comply with 35 U.S.C. § 112, second paragraph, because the claims particularly point out and distinctly claim aspects of the subject matter which Appellant regards as the invention.

In the Final Office Action, the Examiner rejected claims 5-10, 15, and 22-28 under 35 U.S.C. § 112, as being indefinite. Claim 5 recites a device that includes, among other things, "a docking port for receiving information from an external memory...wherein said information comprises card information relating to a telephone purchase and is received from a seller memory connectable to said external memory." The Examiner alleged that because the seller memory is not part of the device, the subject matter of the invention is not clearly defined.

Appellant respectfully submits that claim 5 clearly and definitely recites a device comprising a device memory, a docking port, a converter, and a send key. Furthermore, claim 5 plainly states that the docking port is for receiving information from an external memory and that the information is received from a seller memory connectable to the external memory. Because claim 5 distinctly points out and claims aspects of the device and defines a relationship between the device, an external memory, and a seller memory, the claim fully complies with § 112, second paragraph. Claims 6-10, which depend from claim 5, are also fully compliant with § 112 at least for these reasons. Indeed, Appellant notes that the Examiner has allowed claims 5-10

twice without raising any objections under section 112.[1] Appellant therefore requests the reversal of the section 112 rejections of claims 5-10.

Claim 22 recites a method in a portable device including "receiving, by a docking port in the portable device, information from an external memory, wherein said information...is received from a seller memory connectable to the external memory." The Examiner alleged that because the seller memory is not part of the device, the subject matter of the invention is not clearly defined. Appellant submits that claim 22 plainly recites a method in a portable device including receiving, loading, converting, and activating. Furthermore, claim 22 clearly recites, as part of the receiving, that information is received from a seller memory connectable to the external memory. Because claim 22 distinctly points out and claims a method in a portable device and further points out that information received by a docking port in the portable device is received from a seller memory connectable to the external memory, the claim fully complies with section 112, second paragraph. Claims 23-27, which depend from claim 22, are also fully compliant with section 112 at least for these reasons. Appellant therefore requests the reversal of the section 112 rejections of claims 22-27.

Regarding claims 15 and 28, the Examiner stated that the claims recite sending information from a seller telephone to a customer memory "without first connecting to a user's telephone." (Final Office Action, p. 5.) However, claim 15 clearly recites a telephone network connecting said customer telephone with said seller telephone while an order for goods is placed. Similarly, claim 28 recites connecting, by a telephone network, said customer telephone with said seller telephone while said order is placed. Appellant submits that the connection between

1 Claims 5-10 were allowed by this Examiner in both the June 10, 2003, and October 31, 2002, Office Actions. Since that time, minor amendments have been made at the Examiner's suggestion, but the changes were unrelated to the language now rejected by the Examiner.

the customer and seller is clearly recited in claims 15 and 28 and therefore requests the reversal of the section 112 rejections of claims 15 and 28.

B. Claims 1 and 21 are allowable over *Rose et al.*, U.S. Patent No. 5,757,917, in view of *Sandig et al.*, U.S. Patent No. 5,737,610, and *Remillard*, U.S. Patent No. 5,396,546.

Claims 1 and 21 are allowable over *Rose et al.*, U.S. Patent No. 5,757,917, in view of *Sandig et al.*, U.S. Patent No. 5,737,610, and *Remillard*, U.S. Patent No. 5,396,546, at least because the Examiner has failed to show that the references, taken alone or together, teach or suggest an apparatus including a data memory for storing information including card information from one called station and a key for activating said data memory to send said stored information to another called station.

1. Overview of *Rose et al.*, *Sandig et al.*, and *Remillard*.

Rose et al. discloses a system in which a buyer communicates with a seller to negotiate a price, provide payment information, authorize payment, and arrange delivery. (*Rose et al.*, col. 7, l. 60 - col. 8, l. 20.) To make a purchase, the buyer sends his credit card number to the seller, which sends the credit card number and other information to a third party payment system. The payment system in turn sends an authorization query to the buyer including details about the transaction, such as a textual description and the total amount. (*Id.*, col. 8, ll. 12-45.) The payment system waits for a response from the buyer that may be 'yes,' 'no,' or 'fraud.' If the buyer responds 'yes,' then the payment system processes the payment and returns a payment notification to the seller, which delivers the purchased goods to the buyer.. (*Id.*, col. 10, l. 30 - col. 11, l. 17.)

Sandig et al. teaches generally a system for downloading data over a telephone line, storing it at a computer, and transferring the data onto an external card. (*Sandig et al.*, col. 2, ll. 12-34.) *Remillard* teaches a device including a card reader and a speakerphone enabling a user to access a menu of available services such as pay-per-view or interactive television. (*Remillard*, col. 6, ll. 23-61.) The device of *Remillard* may store credit card information read from its card reader for accessing services on behalf of the user. (*Id.*, col. 9, ll. 50-61.)

2. The Examiner has failed to show that *Rose et al.*, *Sandig et al.*, and *Remillard*, taken alone or together, teach or suggest an apparatus including data memory for storing information including the card information from one called station and a key for activating said data memory to send said stored information to another called station.

The Examiner has not shown that *Rose et al.* teaches or suggests an apparatus including a data memory for storing information including card information from one called station and a key for activating said data memory to send said stored information to another called station. Instead, *Rose et al.* describes a system in which a buyer sends card information to a seller and the seller sends the card information to a third party payment system.

The buyer of *Rose* does not store information including the card information from either the seller or the payment system. In fact, *Rose et al.* explicitly states that the message returned to the buyer contains name information "instead of the buyer's cardnumber 102 in order to minimize transmission of the cardnumber information over the Internet thereby improving security of the system." (*Rose et al.*, col. 8, ll. 51-54.) Furthermore, the buyer of *Rose et al.* does not include a key for activating the data memory to send said stored information to another called station. As specifically stated in the reference, the cardnumber is not sent back to the buyer, so it cannot be stored and then sent to another seller. (*Rose et al.*, col. 8, ll. 51-54.)

Furthermore, the Examiner has not shown that *Sandig et al.* teaches or suggests an apparatus including a data memory for storing information including card information from one called station and a key for activating said data memory to send said stored information to another called station. Instead, *Sandig et al.* teaches downloading data to a storage device and loading the data from the storage device onto an external card. Nothing the Examiner has cited teaches or suggests that the stored information includes card information, nor that information is sent to the external card over a telephone line.

Finally, the Examiner has not shown that *Remillard* teaches or suggests an apparatus including a data memory for storing information including card information from one called station and a key for activating said data memory to send said stored information to another called station. Instead, the device of *Remillard* stores credit card information read by its card reader for accessing services on behalf of the user. (*Id.*, col. 9, ll. 50-61.) Nothing the Examiner has cited teaches or suggests that the device stores information including card information from one of the called stations.

Because the Examiner has not shown that *Rose et al.*, *Sandig et al.*, and *Remillard*, taken alone or together, teach or suggest an apparatus including a data memory for storing information including card information from one called station and a key for activating said data memory to send said stored information to another called station, Appellant requests the reversal of the section 103(a) rejections of claims 1 and 21.

Furthermore, the section 103(a) rejections of claims 1 and 21 should be reversed because the Examiner has not shown the requisite motivation to combine the cited references. Specifically, *Rose et al.*, teaches away from sending card information to the buyer's device in

order to increase system security. (*Rose et al.*, col. 8, ll. 51-54). Thus, one skilled in the art would not have been motivated to combine *Rose et al.* with *Sandig et al.* and *Remillard* to provide additional data downloading as the Examiner suggests.

C. Claims 15 and 28 are allowable over *Bezos*, U.S. Patent No. 5,715,399, in view of *Bezos*, U.S. Patent No. 5,727,163, and *Dedrick*, U.S. Patent No. 5,717,923.

Claims 15 and 28 are allowable over *Bezos*, U.S. Patent No. 5,715,399, in view of *Bezos*, U.S. Patent No. 5,727,163, and *Dedrick*, U.S. Patent No. 5,717,923, at least because the Examiner failed to show that the references, taken alone or together, teach or suggest a system including a seller telephone that sends information to a customer memory for use during a subsequent transaction.

1. Overview of *Bezos '399, Bezos '163*, and *Dedrick*.

Bezos '399 discloses a system for communicating credit card information between a customer and an online merchant. In particular, the reference teaches that the merchant may maintain a customer file including credit card numbers provided by the customer for use in additional purchases from the merchant. (*Bezos '399*, col. 5, ll. 24-23.) Furthermore, the merchant may send a message to the customer soliciting the customer to make additional purchases from the merchant and asking the customer to choose among the credit cards stored by the merchant. (*Bezos '399*, col. 6, ll. 33-40.)

Bezos '163 discloses a system in which a customer makes a purchase from a merchant by providing purchase information and a partial credit card number to the merchant via the Internet. The customer contacts the merchant a second time to provide the complete credit card number

using a touchtone keypad. (*Bezos '163*, Abstract.) The merchant confirms that the complete credit card number matches the partial credit card number in order to complete the purchase.

Dedrick discloses a system for customizing electronic information for a user according to various consumer variables, such as user preferences and demographics. (*Dedrick*, col. 4, ll. 34-55.) Consumer information tracked by the system of *Dedrick* includes the consumer's activities, such as the types of advertising format chosen most often. (*Id.*, col. 5, ll. 34-46.)

2. The Examiner has not shown that *Bezos '399, Bezos '163*, and *Dedrick*, taken alone or together, teach or suggest a system including a seller telephone that sends information to a customer memory for use during a subsequent order.

The Examiner has not shown that *Bezos '399* teaches or suggests a system including a seller telephone that sends information to a customer memory in a customer telephone for use during a subsequent order. Instead, the merchant of the reference maintains a customer file including credit card numbers provided by the customer and sends a message to the customer soliciting the customer to make additional purchases from the merchant and asking the customer to choose among the credit cards stored by the merchant. Nothing in the reference teaches or suggests that the merchant of *Bezos '399* stores any information in a customer memory at a customer site. Furthermore, nothing in the reference teaches or suggests that the merchant sends information to a customer memory in a customer telephone at the customer site.

Furthermore, the Examiner has not shown that *Bezos '163* teaches or suggests a seller telephone that sends information to a customer memory in a customer telephone for use during a subsequent order. Instead, *Bezos '163* merely discloses alternative ways for a customer to provide credit card information to a merchant, such as via e-mail or via a touchtone keypad.

Finally, the Examiner has not shown that *Dedrick* teaches or suggests a seller telephone that sends information to a customer memory in a customer telephone for use during a subsequent order. *Dedrick* discloses a system that tracks a user's preferences, such as video or audio format for electronic advertising. Nothing in the reference teaches or suggests that the system of *Dedrick* sends any information to a customer memory for use during a subsequent order. Furthermore, nothing in *Dedrick* teaches or suggests sending information to a customer memory in a telephone at a customer site.

Because the Examiner has failed to show that *Bezos '399*, *Bezos '163*, and *Dedrick*, taken alone or together, teach or suggest a seller telephone that sends information to a customer memory in a customer telephone for use during a subsequent order, Appellant requests the reversal of the section 103(a) rejections of claims 15 and 28.

Furthermore, the section 103(a) rejections of claims 15 and 28 should be reversed because the Examiner has not shown a proper motivation to combine. In particular, *Bezos* '399 and *Bezos* '163 disclose systems for securely transmitting credit card numbers. *Dedrick* discloses a system for customizing advertising based on consumer preferences. The Examiner has not shown any motivation in the references for combining a credit card security system with a customized advertising system, and the section 103(a) rejections of claims 15 and 28 should be reversed.

D. Claims 5-10 and 22-28 are allowable over *Feldman*, U.S. Patent No. 5,343,519, in view of *Winebaum et al.*, U.S. Patent No. 4,941,172.

Claims 5-10 and 22-28 are allowable over *Feldman*, U.S. Patent No. 5,343,519, in view of *Winebaum et al.*, U.S. Patent No. 4,941,172, at least because the Examiner has failed to show that the references, taken alone or together, teach or suggest a device including a docking port for

receiving information comprising card information relating to a telephone purchase from a seller memory and loading said information into a device memory.

1. Overview of *Feldman* and *Winebaum et al.*

Feldman discloses an autodialer that can be preprogrammed with a telephone number, a personal identification code, or a credit card number. The autodialer of the reference audibly transmits the preprogrammed information over a touch-tone dialing system (*Feldman*, col. 2, ll. 13-32.) The autodialer may be preprogrammed by inserting the autodialer into a central preprogramming station that stores the telephone number, personal identification code, or credit card number on the autodialer. (*Id.*, col. 4, ll. 42-55; Figure 4.) Once preprogrammed, the autodialer enables a user to call the stored telephone number, e.g., a special exchange for making phone calls.

Winebaum et al. also discloses a preprogrammed autodialer that enables a user to connect with a preprogrammed number to obtain a product or service. (*Winebaum et al.*, col. 2, ll. 52-65.) The autodialer of *Winebaum et al.* is preprogrammed with a phone number of a product or service, such as a long distance dialing service. (*Id.*, col. 3, ll. 39-49.)

2. The Examiner has not shown that *Feldman* and *Winebaum et al.*, taken alone or together, teach or suggest a device including a docking port for receiving information comprising card information relating to a telephone purchase from a seller memory and loading said information into a device memory.

The Examiner has not shown that *Feldman* teaches or suggests a device including a docking port for receiving information comprising card information relating to a telephone purchase from a seller memory and loading said information into a device memory. Instead, *Feldman* plainly states that a central programming station is used to preprogram data onto the autodialer to provide a user with access to a special exchange. Nothing in the reference suggests that card information relating to a telephone purchase is received from a seller memory connectable to an external memory and loaded into a device memory.

Further, the Examiner has not shown that *Winebaum et al.* teaches or suggests a device including a docking port for receiving information comprising card information relating to a telephone purchase from a seller memory and loading said information into a device memory. Instead, the reference teaches an autodialer that is preprogrammed with a telephone number, not one that includes a docking port for receiving card information relating to a telephone purchase from a seller memory connectable to an external memory and loading the card information into the device memory.

Because the Examiner has not shown that *Feldman* and *Winebaum et al.*, taken alone or together, teach or suggest a device including a docking port for receiving information comprising card information relating to a telephone purchase from a seller memory and loading said information into a device memory, Appellant requests the reversal of the section 103(a) rejections of claims 5-10 and 22-27.

IX. Conclusion

Appellant respectfully requests the reversal of the section 112 rejections of claims 5-10, 15, and 22-28 because the claims particularly point out and distinctly claim aspects of the subject matter which Appellant regards as the invention. Furthermore, Appellant requests the reversal of the section 103(a) rejections of claims 1, 5-10, 15, and 21-18 because, as discussed above, the references cited by the Examiner fail to teach or suggest every claim element as required to support a section 103(a) rejection.

To the extent that any extension of time under 37 C.F.R. § 1.136 is required to obtain entry of this Appeal Brief, such extension is hereby respectfully requested. If there are any fees due under 37 C.F.R. §§ 1.16 or 1.17 which are not enclosed herewith, including any fees required for an extension of time under 37 C.F.R. § 1.136, please charge such fees to our Deposit Account No. 06-0916.

Respectfully submitted,

FINNEGAN, HENDERSON, FARABOW,
GARRETT & DUNNER, L.L.P.

Dated: August 13, 2004

By: _____

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Customer No. 22,852

Appendix

The claims involved in this appeal, i.e., claims 1, 5-10, 15, and 21-28, are set forth below:

1. Apparatus for sending information to called stations over a telephone line, comprising:

a. a telephone set connected to said line;

b. a data interface connected to said line;

c. a card reader for reading card information and sending it to one of said called stations over said data interface;

d. data memory for storing information from one of said called stations, including said card information;

e. a key for activating said data memory to send said stored information to another of said called stations; and

f. a docking port for receiving a portable device having device memory therein and for transferring information from said data memory to said device memory.

5. A device for sending information to called stations over a telephone line, comprising:

a. a device memory;

b. a docking port for receiving information from an external memory and loading said information into said device memory, wherein said information comprises card information relating to a telephone purchase and is received from a seller memory connectable to said external memory;

c. a converter for converting said information from said device memory into an audible representation of said information; and

d. a send key for activating said converter;

whereby, by activating said send key, said audible representation is presented for transmission to at least one of said called stations.

6. The device of claim 5 further comprising a plurality of device memories, each selectively storing different information and a plurality of keys, each activating a particular one of said device memories.

7. The device of claim 5 further comprising a display for showing the contents of said device memory.

8. The device of claim 5 in which said converter comprises a digital to analog converter and an electro-acoustical transducer.

9. The device of claim 5, further comprising a plurality of keys for entering a password prior to loading information into said device.

10. The device of claim 5, further comprising a plurality of keys for entering a password prior to activating said converter.

15. A system for sending and receiving orders for goods, comprising:

a. a telephone at a customer site having a customer memory for storing and sending information;

b. a telephone at a seller site having a seller memory and a display for respectively storing information, provided by said customer and keyed in by personnel at said seller site and stored in said seller memory, confirming whether a telephone of said customer is memory equipped, and sending information stored in said seller memory to said customer memory for use during a subsequent order; and

c. a telephone network connecting said telephone at a customer site with said telephone at a seller site while an order for goods is placed.

21. A method for sending information from an apparatus to called stations over a telephone line, comprising:

connecting a telephone set of the apparatus to said line;

connecting a data interface of the apparatus to said line;

reading, by a card reader of the apparatus, card information;

sending, by the card reader, said card information to one of said called stations over said data interface;

storing, in a data memory of the apparatus, information from one of said called stations, including said card information;

activating, by a key of the apparatus, said data memory to send said stored information to another of said called stations;

receiving, by a docking port of the apparatus, a portable device having device memory therein; and

transferring, by the docking port, information from said data memory to said device memory.

22. A method in a portable device for sending information to called stations over a telephone line, comprising:

receiving, by a docking port in the portable device, information from an external memory, wherein said information comprises card information relating to a telephone purchase and is received from a seller memory connectable to the external memory;

loading, by the docking port, said information into a device memory of the portable device;

converting said information from said device memory into an audible representation of said information; and

activating, by a send key, said converter, whereby, by activating said send key, said audible representation is presented to a microphone of a telephone set for transmission to at least one of said called stations.

23. The method of claim 22, further comprising:

selectively storing different information and a plurality of keys in a plurality of device memories, each activating a particular one of said device memories.

24. The method of claim 22 further comprising:

showing the contents of said device memory on a display in the portable device.

25. The method of claim 22 in which said converter comprises a digital to analog converter and an electro-acoustical transducer.

26. The method of claim 22, further comprising:

entering a password on a plurality of keys on the portable device prior to loading information into said device.

27. The method of claim 22, further comprising:

entering a password on a plurality of keys on the portable device prior to activating said converter.

28. A method for sending and receiving orders for goods, comprising:

providing a telephone having a customer memory at a customer site for storing and sending information;

storing, in a seller memory of a telephone at a seller site, information provided by said customer and keyed in by personnel at said seller site;

confirming, on a display of the telephone at the seller site, whether a telephone of said customer is memory equipped;

sending information stored in said seller memory from said telephone at the seller site to said customer memory for use during a subsequent order; and

connecting, by a telephone network, said telephone at a customer site with said telephone at a seller site while an order for goods is placed.